



**Black Country
Housing Group**

Resident Engagement Strategy



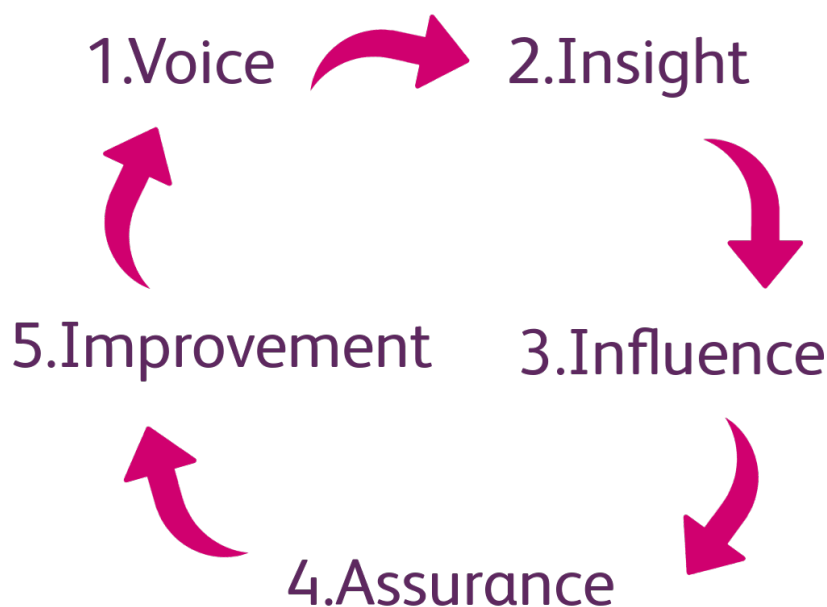
In 2023, BCHG launched the Customer Transparency Strategy to strengthen relationships, create meaningful opportunities to get involved and hear the voice of many, not just the few. This led to stronger engagement, including an enhanced Customer Conference, more direct access to senior colleagues and resident influence on key areas such as complaints and gas.

We are now moving to the next stage. This strategy sets out how resident voice operates at BCHG, bringing together feedback, insight, challenge and improvement through a clear co-regulatory framework. Residents are involved early and play an active role in shaping decisions that affect their homes and services.

Together, we will not only hear what residents tell us, but turn it into action, test whether it works and show clearly the difference it makes. Closing the loop will be a core standard, embedded in service delivery, communication and performance reporting.

Resident feedback is consistent with insight from frontline colleagues, highlighting the importance of balance, representation and consistency in how BCHG engages and delivers services. This alignment strengthens confidence that the strategy is focused on the right priorities and grounded in day-to-day experience.

How Resident Voice Works at BCHG



This model sets out how resident voice operates at BCHG. Feedback is gathered through a range of channels, analysed to identify themes and priorities, shaped through resident and colleague challenge, tested in practice and translated into measurable service improvement.

It provides a clear line of sight from what residents tell us through to what changes as a result. Each stage is visible, accountable and designed to demonstrate the difference resident voice makes.

Our aim is to build trust, increase confidence and improve services, so residents can see the difference their voice makes. BCHG will achieve top quartile satisfaction and be recognised as the most trusted landlord in the Black Country.

2030 Vision

By 2030, more residents will be active partners in shaping our services, with clear evidence that their views influence decisions and hold us to account.

Output Measure

Growth in resident involvement and demonstrable influence on organisational decisions (from 2026 baseline).

Perception Measure

TP06 Satisfaction that the landlord listens to tenant views and acts upon them.

Resident Commitments

We will not assume we know what is best. Together, we will involve residents at the start of decisions that affect them and make decisions with them, not for them. We will be clear about what decisions are being made, why they are needed and how resident views shape the outcome. Scrutiny will be open, fair and representative, so that all voices can be heard, not just the loudest. By working together, better decisions will be made, trust will grow and the impact of resident voice will be clear.

Equality and Diversity Commitments

Together, we will make involvement fair, inclusive and reflective of the communities BCHG serves. Barriers to participation will be reduced by offering flexible ways to get involved, using clear and accessible communication and creating opportunities that build confidence and encourage wider participation.

Value for Money Commitments

Together, we will use resident insight to guide how time and money are invested, focusing on what makes the greatest difference. We will be clear about decisions and trade-offs, showing how resources are used and the impact this has on services and outcomes and we will ensure that we continuously learn from resident compliments and complaints.

Strategy Pillar 1

Resident voice and influence



Goal

Residents are involved early and play a meaningful role in shaping decisions. BCHG will be open about what it does, close the loop on feedback and offer greater choice in how residents get involved. The impact of resident voice will be clear through visible changes to services and outcomes.

Measurable Outcomes

Sustained top quartile Tenant Satisfaction Measures, including TP01 Overall Satisfaction at 85% and TP06 Listening and Acting at 72% with year-on-year improvement.

Increased resident perception of influence, evidenced through improvement in TP07 Keeping Residents Informed at 80% and the annual Impact Report demonstrating measurable service improvements resulting from resident input.

Increased participation through digital and flexible engagement, with more representative involvement and at least 100 actively engaged residents by the end of the strategy period.

Strategy Pillar 2

Insight and understanding



Goal

Feedback, complaints and engagement insight are used to build a clear and shared understanding of resident experience. Themes are identified, root causes explored and priorities agreed to inform decision-making.

Measurable Outcomes

Year-on-year reduction in repeat complaint themes and fewer escalations.

Earlier identification of emerging issues through resident feedback, TSMs and complaints insight.

Reduction in unknown cause complaints through improved root cause analysis.

Strategy Pillar 3

Learning and service improvement

Goal



Insight is translated into action at pace, with learning embedded across services. Action is taken early, issues are prevented from recurring, and services operate in a consistent, joined-up way.

Measurable Outcomes

Faster translation of insight into action, supported by centralised recording and reported through the Annual Impact Report.

Sustained improvement in transactional complaint satisfaction, with performance consistently exceeding TP09 Complaint Handling at 45%.

Strategy Pillar 4

Assurance, accountability and impact

Goal



Performance, resident influence and outcomes are visible and transparent. Residents and governance structures provide challenge and assurance, and BCHG clearly demonstrates the difference resident voice makes through measurable outcomes and reporting.

Measurable Outcomes

Annual Insights and Impact report delivered to Board and published for residents demonstrating the difference resident voice has made.

Positive qualitative feedback from engagement sessions.

Governance reporting

Delivery of this strategy will be reported to BCHG Board through the Resident Voice Report, providing clear visibility of performance, resident influence and outcomes. This will give the Board a direct line of sight from resident feedback through to service improvement and organisational performance.

Progress will be tracked through the Innovation and Improvement Plan, aligned to resident feedback, TSM performance and service priorities.

Residents will play a central role in holding BCHG to account through structured co-regulatory arrangements, including the Resident Experience Assurance Panel (REAP) and the Repairs Partnership Board (RPB). These forums provide independent challenges, test performance and hold BCHG to account for decisions and delivery of improvement.

Executive Directors and Heads of Service will be responsible for delivering improvement informed by resident voice within their service areas, with clear accountability for outcomes.

The Board will use resident insight, performance data and co-regulatory challenges to inform decision-making, set direction and gain assurance that services are improving and meeting resident expectations. Board members will also engage directly with residents to strengthen understanding and accountability. An annual review, supported by the Impact Report and regulatory self-assessments, will demonstrate how resident voices have shaped decisions and driven improvement, informing future priorities and investment decisions.

Feedback will be reported back to residents, showing what has changed and the difference their voice has made.



www.bchg.co.uk

info@bchg.co.uk

0121 561 1969

134 High Street
Blackheath
West Midlands
B65 0EE



**Black Country
Housing Group**